

## Message Text

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64

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W

----- 097236

R 022237Z MAR 76

FM AMEMBASSY MEXICO

TO USDOC WASHDC

INFO SECSTATE WASHDC 3359

AMEMBASSY GUATEMALA UNN

AMEMBASSY MANAGUA

AMEMBASSY PANAMA

AMEMBASSY SAN JOSE

AMEMBASSY SAN SALVADOR

AMEMBASSY TEGUCIGALPA

AMCONSUL BELIZE

AMCONSUL GUADALAJARA UNN

AMCONSUL HERMOSILLO UNN

AMCONSUL MAZATLAN UNN

AMCONSUL MERIDA UNN

AMCONSUL MONTERREY UNN

UNCLAS SECTION 1 OF 2 MEXICO 2776

FOR: BIC/OIM - PORTER CLARY

E.O. 11652: N/A

TAGS: BEXP, MX

SUBJECT: END OF SHOW REPORT: CHEMICAL/ PETROCHEMICAL PROCESSING  
EQUIPMENT EXHIBITION, FEBRUARY 24-27, 1976, U.S. TRADE CENTER,  
MEXICO CITY

1. NAME OF EXHIBITION: CHEMICAL/PETROCHEMICAL PROCESSING  
EQUIPMENT EXHIBITION. AND SEMINAR.

2. PLACE AND DATES OF EXHIBITION: UNITED STATES TRADE  
CENTER, MEXICO CITY, FEBRUARY 24-27, 1976.

3. PARTICIPANTS: 39 (1 NTE, 31 NTM, 7 OTM).

3A. EXHIBITORS: 53

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4. FLOOR SALES AT EXHIBITION, INCLUDING DOLLAR VALUE

OF MERCHANDISE TURNED OVER TO AGENTS AND DISTRIBUTORS:  
\$186,845.

5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS  
AS A RESULT OF THIS EXHIBITION: \$6,449,000.

6. COMPANIES SEEKING REPS: 10

7. REPS SIGNED: 0

8. REPS EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS: 15.  
8A. LEADS: 68

9. COMPANIES SEEKING JOINT VENTURES OR LICENSEES: 3

10. JOINT VENTURES OR LICENSEES SIGNED: 0

11. SALES LEADS: 1,106

12. REGISTERED ATTENDANCE: 869

13. MARKETING OBJECTIVES SUMMARY:

A. FIRMS FULLY ACHIEVING PRIMARY MARKETING  
OBJECTIVES: 36

B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING  
OBJECTIVES: 1

C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING  
OBJECTIVES: 2

14. SUCCESS STORIES:

KEY: (1) OLD TO MARKET (OTM) NEW TO MARKET (NTM)  
NEW TT EXPORT (NTE)  
(2) OFF-THE-FLOOR SALES  
(3) PROJECTED SALES  
(4) SALES LEADS OBTAINED

A. ALDS-CHALMERS CORP.  
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(1) OTM (2) 0 (3) \$500,000 (4) 2

ALLIS-CHALMERS DISPLAYED A CENTRIFUGAL COMPRESSOR WHICH  
RECEIVED GOOD INTEREST FROM TRADE VISITORS. HARRY L.  
FALCK, MANAGER, INTERNATIONAL MARKETING, COMPRESSOR  
DIVISION, COMMENTED, "SHOW WAS VERY WELL MANAGED, WITH  
EXCELLENT COORDINATION AND COOPERATION FROM ALL MEMBERS  
OF THE STAFF. WE ACCOMPLISHED OUR INITIAL

OBJECTIVES AND LOOK FORWARD TO FUTURE CONTACT."  
(LCEARED FOR PUBLICATION).

B. BICOR DISENO CIENTIFICO, S.A. DE C.V.

(1) NTM (2) \$20,000 (3) \$80,000 (4) 25

BICOR DISENO EXHIBITED PATTERSON KEELLY CO.'S BLENDER, MYERS ENGINEERING'S DISPERSATOR AND PREMIER MILLS' SAND MILL, ALL OF WHICH SOLD WELL. M.A. QUIROZ, DIVISION MANAGER FOR BICOR DISENO, COMMENTED, "WELL ORIENTED AND REALIZED. MIGHT CONSIDER SPLITTING INTO TWO SHOWS, CHEMICAL PROCESSING EQUIPMENT AND PETROCHEMICAL PROCESSING EQUIPMENT." (LEARED FOR PUBLICATION).

C. BOWEN ENGINEERING, INC.

(1) NTM (2) 0 (3) \$1,500,000 (4) 20

BOWEN ENGINEERING'S LABORATORY SPRAY DRYERS VERY POPULAR ITEMS WITH VISITORS, BUT THEY OFTEN HAD TROUBLE VISUALIZING THE EXACT APPLICABILITY OF THIS PROCESS TO THEIR NEEDS. JAMES R. HALL, SALES ENGINEER FOR BOWEN ENGINEERING SAID HIS ROLE WAS AS MUCH EDUCATIONAL AS PROMOTIONAL IN THIS REGARD. HE NOTED, ALSO, THAT MANY VISITORS WERE PRIMARILY INTERESTED IN INSTRUMENTS RATHER THAN HIS PROCESSING EQUIPMENT AND COMMENTED, "WE WOULD RATHER PARTICIPATE IN SHOW WITH PROCESS EQUIPMENT ONLY, BUT, GIVEN DIFFICULTY OF MEXICAN MARKET, EXHIBITION SEEMS USEABLE TOOL." (CLEARED FOR PUBLICATION).

D. DAY MIXING

(1) NTM (2) 0 (3) \$150,000 (4) 17

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THIS FIRMS'S MIXING MACHINE ATTRACTED A GOOD DEAL OF INTEREST. BEN UP DE GROVE OF DAY MIXING COMMENTED. "SHOW WAS QUITE GOOD. MARKET PROBABLY BETTER THAN EXPECTED. MACHINE SEEMS TO FIT MARKET BECAUSE OF MODERATE SIZE AND RELATIVE SIMPLICITY OF OPERATION AND MAINTENANCE." (CLEARED FOR PUBLICATION).

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AMCONSUL MONTERREY UNN

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E. GCA/PRECISION SCIENTIFIC

(1)OTM (2)\$5,000 (3)\$75,000 (4) 80

GCA'S LABORATORY INSTRUMENTS AND APPARATUS

ATTRACTED A STEADY FLOW OF VISITORS WHO PURCHASED

VIRTUALLY EVERY ONE OF THE MODERATELY PRICED ITEMS IN

THE BOOTH. LEO DAL PORTO, EXPORT MANAGER FOR GCA,

THOUGHT THE EXHIBITION WELL ORGANIZED. HE COMMENTED

FURTHER, "FACILITES VERY ATTRACTIVE. GOOD ADVERTISING

TO RIGHT PEOPLE. GOOD COOPERATION FROM TRADE CENTER STAFF."

(CLEARED FOR PUBLICATION).

F. MOREHOUSE INDUSTRIES, INC.

(1)OTM (2)\$56,000 (3)\$250,000 (4) 36

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THE SAND MILLS, DISSOLVERS AND COLLOID MILLS EXHIBITED

BY MOREHOUSE WERE THE LARGEST ACTUAL EQUIPMENT DISPLAYED

IN THE EXHIBITION AND THEY SOLD VERY WELL. JESUS CARRERA, MEXICAN AGENT FOR MOREHOUSE, COMMENTED. "EXCELLENT ATTENDANCE. VERY GOOD SERVICE AND COOPERATION FROM USTS PERSONNEL." (CLEARED FOR PUBLICATION EXCEPT SALES FIGURES.).

G. SANDVIK CONVEYOR, INC.

(1)OTM (2)\$12,000 (3)\$400,000 (4) 25

SANDVIK'S COOLING CONVEYOR IMPRESSED VISITORS WITH ITS RAPID AND SIMPLE OPERATION AND INTERESTED CUSTOMERS CONSTANTLY REQUESTED INFORMATION ON APPLICATIONS TO THEIR PROCESSES. HOWARD THOMAS, SANDVIK'S MANAGER FOR MARKETING FOUND THE SHOW "EXCELLENT- AND WAS "VERY IMPRESSED BY TRADE CENTER FACILITY AND SERVICE" HE THOUGHT THE SHOW "VERY WELL RUN IN EVERY RESPECT". THE FOOTSORE MR. THOMAS, HOWEVER, "WOULD LIKE A CARPET ON THE FLOOR" OF HIS BOOTH NEXT TIME. (CLEARED FOR PUBLICATION EXCEPT SALES FIGURES).

&. VIKING PUMP DI., HOUDAILLE INDUSTRIES, INC.

(1)OTM (2) 0 (3)\$25,000 (4) 150

VIKING'S ROTARY GEAR PUMPS RECEIVED GOOD INTEREST. ASSISTANT DIRECTOR OF VIKING'S INTERNATIONAL DIVISION, D. HOGAN, COMMENTED, "QUALITY OF SALES PROSPECTS WAS EXCELLENT. ALMOST EVERYONE WE TALKED TO HAD SPECIFIC INTEREST IN PUMPING APPLICATIONS AND QUITE FAMILIAR WITH PUMP APPLICATIONS IN THEIR PLANTS. DEPT. OF COMMERCE SHOULD BE CONGRATULATED ON JOB WELL DONE." (NOT CLEARED FOR PUBLICATION).

H. WILLIAM WAHL CORPORATION

(1)NTM (2)\$20,000 (3)\$30,000 (4)20

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BEING MEASURED PROVED VERY ATTRACTIVE TO VISITORS. SALES MANAGER, NORMAN KIER, THOUGHT THE EXHIBITION "VERY GOOD, WELL ORGANIZED AND VERY PROFESSIONAL." (CLEARED FOR PUBLICATION).

15. OTHER OBSERVATIONS:

A. REGISTERED ATTENDANCE OF 869 EXCEEDED ATTENDENCE AT THE PREVIOUS CHEMICAL/PETROCHEMICAL EXHIBITION BY

ABOUT 11 O/O. ATTENDANCE MIGHT HAVE BEEN EVEN GREATER BUT A COUNTRY-WIDE PEMEX STRIKE REQUIRED PEMEX'S PURCHASING AND MANAGERIAL PERSONNEL TO TAKE UP OPERATION OF THE COMPANY'S PLANTS AROUND THE COUNTRY BOTH BEFORE AND DURING THE EXHIBITION, THUS EFFECTIVELY KEEPEING THEM AWAY. SECOND CONTRETEMPS WAS MAJOR FIRE ON CLOSING NIGHT A FEW BLOCKS FROM CENTER WHICH, BECAUSE OF GAWKERS AND FIRE APPARATUS, SO FOULED TRAFFIC THAT NO ONE COULD ARRIVE BY CAR. ATTENDANCE FROM OUTSIDE THE MEXICO CITY METROPOLITAN AREA WAS DISAPPOINTING, AMOUNTING TO LESS THAN FOUR PERCENT, EXCLUDING A SUPRISINGLY LARGE NUMBER FROM UNITED STATES. THERE WERE VISITORS, HOWEVER, FROM CANADA, COSTA RICA, COLOMBIA AND VENEZUELA. LACK OF MORE VISITORS FROM OUTSIDE MEXICO CITY IS PROBABLY DUE TO VERY LATE ARRIVAL FROM PRINTER AND MAILING OF EXHIBITIONS CATALOG. EMBASSY AND TRADE CENTER, HOWEVER, UNDERTOOK EXTENSIVE KEYMAN CALL PROGRAM IN MONTERREY, TAMPICO AND STATE OF VERACRUZ WHICH DID ACHIEVE SOME RESULTS IN SPITE OF NON-RECEIPT OF PERSONAL CATALOGS.

B. OFF-THE-FLOOR SALES FELL 27 O/O FROM THE MARCH 1974 CHEMICAL/PETROCHEM CAL EXHIBITION AND PROJECTIONS WERE OFF BY 20 O/O. THIS MAY HAVE RESULTED FROM CRITICAL ABSENCE OF PEMEX PERSONNEL, BUT MORE LIKELY WAS RESULT OF DIFFICULTIES WITH IMPORTABILITY OF EQUIPMENT, A RECURRENT PROBLEM THESE DAYS. NOT INCLUDED IN SALES FIGURES ARE OFF-THE-FLOOR SALES OF \$1,000 AND PROJECTIONS OF \$30,000 BY AMERICAN CHEMICAL SOCIETY (ACS) FOR ITS AUDIO COURSES. ACS WAS GIVEN BOOTH IN RETURN FOR PROVIDING EXPERT, DR. HAROLD MCNAIR, WHO CONDUCTED SEMINAR ON HIGH PRESSURE LIQUID CHROMATOGRAPHY. SEMINAR ATTRACTED 72

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PAYING PARTICIPANTS AT US\$20 PER HEAD AND ADDED MUCH TO APPEAL OF EXHIBITION.

C. EXHIBITOR COMMENTS REFLECTED, BY AND LARGE, SATISFACTION WITH THE EXHIBITION. A FEW MILD CRITICISMS WERE REPEATED OFTEN ENOUGH, HOWEVER, TO BEAR REPORTING: (1) SEVERAL EXHIBITORS EXPRESSED OPINION THAT THREE DAYS WOULD HAVE BEEN LONG ENOUGH FOR THIS EXHIBITION(AND A FEW ACTUALLY LEFT ON THURSDAY); (2) SOME EXHIBITORS THOUGHT THEME WAS TOO BROAD AND SUGGESTED DIVIDING IT BETWEEN PROCESSING EQUIPMENT AND INSTRUMENTS AND/OR CHEMICAL EQUIPMENT AND PETROCHEMICAL EQUIPMENT; (3) TWO FOOTSORE WORTHIES SUGGESTED CARPETING ON THE FLOOR OF THE BOOTHS.

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## Message Attributes

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